

Semester Project

Building a Website for a Business

As a part of Web Design II, you will be working in teams of two to develop a website for a business, or client. The business is not real, but you should still work to develop a quality website that would please the owner of the business.

Each student team will be given a folder with information about their business, which can also be found on the common drive, at the following path: R:\Wick\Web Design II\Semester Project Files. For clarification about any of the information provided in your folder or on the common drive, please ask your teacher. Each folder will contain the following:

- Business' logo
- Location
- Contact information
- Background information
- Feedback from the client concerning their website

Because building a website is a lengthy process, your team will be completing this project in sections. This project is worth a grand total of 210 points. Each section listed below will have its own rubric, which will be handed out when that section of the project is assigned. Below is the list of sections and their point values:

- Planning Checklist & Wireframe – 10pts
- Consistent Header – 10pts
- Creating a Head – 5pts
- Cascading Style Sheet – 15pts
- Inserting & Enhancing Images – 15pts
- Navigation (Spry Menu Bar) – 10pts
- Layout Blocks – 15pts
- Table – 10pts
- Flash media item – 15pts

Several other items will be factored into your final grade as well. Sections and their point values are listed below. The rubric that will be used to assess Website Quality and Spelling & Grammar has been included with this assignment.

- Website Quality – 25pts
- Spelling & Grammar – 10pts
- Peer Evaluations – 10pts
- Final Presentation – 60pts

Peer Evaluations – Peer Evaluations will be a collective grade from all of your peers. During your Final Presentation, your classmates (excluding your teammates) will evaluate your presentation and final website. These scores will be averaged together and count for 50% of your Peer Evaluation

grades. The other 50% of your Peer Evaluation grade will be the score your teammate(s) give you on a rubric that reflects how they believe you contributed to the project throughout the semester. This means that not everyone will receive the same Peer Evaluation grade. More information and rubrics for this section will be provided towards the end of the semester.

Final Presentation – Instead of a final exam, each student team will give a presentation about their website. This portion of the project is worth 60 points because it is considered your final exam. More information about this and a rubric for this section will be provided towards the end of the semester.

Don't be overwhelmed! There will be plenty of time throughout the semester to work on each portion of this project. There will also be work time given at the end of the semester to finish putting everything together.

Student Names: _____

Website Quality Rubric

Points earned in each section will be averaged together to determine the overall score for this category. Points may be awarded between the numbers listed on the rubric.

Points	Readability	Attractiveness	Content
20	The website is neat, easy to follow and easy to read. The font chosen is simple and clear. White space is used effectively.	The overall design of the website is extremely professional and works well for the business. The color scheme is attractive and enhances readability. Design is consistent throughout the website.	The content on the website is pertinent to the business and well written. Creativity was used to create the information on the website. Images are used to enhance content.
16	The website is fairly neat, easy to follow and easy to read. The font chosen is clear. White space is used well.	The overall design of the website is professional and works for the business. The color scheme is attractive and enhances readability. Design may vary slightly throughout the website.	The content on the website is pertinent to the business. Creativity was used to create the information on the website. Images are usually used to enhance content.
12	The website is not neat, is somewhat easy to follow and can be difficult to read at times. The font chosen is not simple or clear. White space is used, but could be utilized more effectively.	The overall design of the website is professional. The color scheme is attractive, but may inhibit readability. Design varies some throughout the website.	The content on the website is somewhat pertinent to the business. Some creativity was used to create the information on the website. Images are occasionally used to enhance content.
4	The website is not neat and can be difficult to both follow and read. The font chosen is not simple or clear. White space use is not used effectively.	The overall design of the website is bordering unprofessional. The color scheme is attractive, but inhibits readability. Design varies some throughout the website.	The content on the website is somewhat pertinent to the business and poorly written. Some creativity was used to create the information on the website. Images are seldom used to enhance content.
0	The website is difficult to follow and read. The font chosen is not simple or clear. White spaced is not used at all or is used ineffectively.	The overall design of the website is unprofessional. The color scheme is unattractive and inhibits readability. Design varies throughout the website.	The content on the website is not pertinent to the business and poorly written. Limited creativity was used to create the information on the website. Images are not used to enhance content.
Average Points Earned:			

Student Names: _____

Spelling & Grammar Rubric

Points earned in each section will be averaged together to determine the overall score for this category. Points may be awarded between the numbers listed on the rubric.

Points	Spelling	Grammar
10	The website contains no spelling errors.	The website contains little to no grammatical errors.
8	The website contains no more than 3 spelling errors.	The website has a few grammatical errors.
6	The website contains no more than 6 spellings errors.	The website contains several grammatical errors.
4	The website contains no more than 10 spelling errors.	The website contains many grammatical errors.
0	The website has more than 15 spelling errors.	The website has frequent grammatical errors.
Average Points Earned:		

Student Names: _____

Spelling & Grammar Rubric

Points earned in each section will be averaged together to determine the overall score for this category. Points may be awarded between the numbers listed on the rubric.

Points	Spelling	Grammar
10	The website contains no spelling errors.	The website contains little to no grammatical errors.
8	The website contains no more than 3 spelling errors.	The website has a few grammatical errors.
6	The website contains no more than 6 spellings errors.	The website contains several grammatical errors.
4	The website contains no more than 10 spelling errors.	The website contains many grammatical errors.
0	The website has more than 15 spelling errors.	The website has frequent grammatical errors.
Average Points Earned:		